

# A Shining Future



**Notts County  
Foundation**  
Inspiring active change



# CEO Welcome

At Notts County we are extremely proud of the charitable work we've been carrying out in the community since 1989.

Connected to the world's oldest professional football club, the work that we have undertaken has grown rapidly and will continue to increase, as we fulfil the needs of our local community.

Twelve months ago, in anticipation for this new strategy, we initiated an extensive consultation exercise with beneficiaries and stakeholders. We collected the views of Staff, Trustees, Fans, Funders and Commissioning Bodies, the General Public and, of course, the Community Members who use our services. The consultation was wide-ranging and the feedback has directly impacted the strategic plans outlined in this document. Pride in our relationship with NCFC was a theme which resonated throughout the feedback, a relationship which we want to further strengthen going forward.

The consultation allowed us to hear that people were not fully aware of both the breadth of work that we undertake within our community, nor its full impact. This encouraged us to reflect on our 'brand' and the message it sends; to consider raising our independent charitable profile and to draw further attention to the excellent work taking place across the City and the County, about which the wider public is unaware. We firmly believe that the time is now right for a rebrand in order to successfully communicate the outstanding work which we deliver through our S.H.I.N.E. positive outcomes: Sport, Health, Inclusion, NCS, Education and the running of Portland Leisure centre.

This refresh began in a pre-Covid-19 environment, but is being delivered as the world around us is adapting to a new normal. The challenges we have and will continue to face as a result of the virus are significant. Being flexible and creative, whilst remaining true to our past will be important; as will practicing resilience for the future. If anything, the pandemic has brought some issues into sharper focus and strengthened our resolve to address them. Themes such as Equality, Diversity and Inclusion, challenging Health Inequalities, deepening our placed based approach, as we empower and co-create with communities, will all be key to our delivery going forward.

We are an independent, regional sports development charity supporting the people of Nottinghamshire. We use the power of sport, physical activity and Notts County Football Club to engage and empower local communities and the individuals they serve. We are the Notts County Foundation. The change in our title reflects the outcomes we achieve as a charity, these include:

1. We will combat inactivity
2. We will help to prevent illness & empower people in their rehabilitation
3. We will provide emotional and social support
4. We will support you to build strong foundations for your chosen future
5. We will educate and raise aspirations
6. We will work with others to build happy, healthier communities

If any aspect of what we do is meaningful to you, please get in touch, we'd love to hear from you.

**Ian Boyd**  
Chief Executive Officer



# Chair Welcome

I am honoured that one of my first official acts as the new Chair of Notts County Foundation (formerly Notts County Football in the Community), is to introduce the New Strategy. It is especially pleasing that this strategy is wide ranging and contains such bold aspirations.

The Notts County Foundation Strategy for 2020-24 establishes the overarching approach and objectives for the next four years. It has been developed following a comprehensive review of the extent to which we achieve our overall ambitions and goals. As a charity, we aim to be an agent for social change by building better lives through sport. Our mission is to develop skills, improve academic outcomes, promote healthy lifestyles by empowering the people in the communities that we serve.

The new strategy comes at a time when Notts County Football Club are also moving into a new era. I am delighted to say that we have already identified a series of opportunities where we look forward to working in partnership with the New Owners and Board.

As the incoming Chair I would like to thank, on behalf of the Trustees and staff, Richard Posner, whose dedication as Chair for the last 12 years, has played an invaluable role for us all. He has now stepped down from the board, but I have no doubt that over the years the charity has benefitted greatly from his talents and experience.

I would also wish to recognise our Board of Trustees who offer a wealth of knowledge, experience and insight into the areas in which we work. Our Board is known throughout for their unique understanding and insight, who help us deliver time and time again for our stakeholders and the people we serve. It's with great pleasure that we announce the 2020 Board of Directors for Notts County Foundation.

**Diane Jackson**  
Chair of Trustees

# Key Details

## Name

**Notts County Foundation**

## Strapline

“Inspiring Active Change”

## Purpose

We are an independent, regional sports development charity supporting the people of Nottinghamshire. We use the power of sports and Notts County Football Club to engage and empower local communities and the individuals they serve.

## Mission / Vision

Notts County Foundation exists to provide quality, accessible and life changing opportunities through sport and physical activity.

Who we are: Notts County Foundation is a regional sports development charity supporting the people of Nottinghamshire. We use the power of sport, physical activity and Notts County Football Club to engage and empower local communities and the individuals they serve. We are an award winning, independent charity (no.1091927). Established as a community organisation in 1989, we proudly celebrated 30 years of operation in 2019.

You can find out more about us here: [nottscountyfoundation.org.uk](http://nottscountyfoundation.org.uk)

## What We Do

Our outcomes S.H.I.N.E - we impact positively on Sport, Health, Inclusion, NCS and Educational outcomes. We also operate and manage the Portland Leisure Centre, our community hub located within the heart of the Meadows. [www.theportlandcentre.co.uk](http://www.theportlandcentre.co.uk)

We aim to support the local community based around three foundations of:

- Need
- Partnerships
- Funding



# Key Details

## Where We are Going

Our future strategy will focus on the following three areas as we strive to both prove our impact and embed sustainability in everything we do:

1. Staff development: through our workforce strategy, the Foundation's Development Academy
2. Community Development: through programme delivery of our S.H.I.N.E. outcomes and the operation of the Portland Centre
3. Income Development: through the establishment of a corporate engagement network and the creation of an Income Development Plan through focusing on the following four areas:
  - a. Contracts and Commissioning
  - b. Charitable Trading
  - c. Trusts and Foundations
  - d. Fundraising: individuals, groups and business

Notts County Foundation exists to provide quality, accessible and life changing opportunities through sport and physical activity.

The charity supports and works with some of the most disadvantaged and marginalised socio-economic groups in Nottingham utilising the profile of the world's oldest professional football club, Notts County F.C. As an established charity that has now been in existence for over 30 years, we generate trust and goodwill, winning both the hearts and minds of local people and engaging participants in accessible and affordable projects that improve their health & wellbeing. We have a proven track record of delivering projects that make a difference to others locally, supporting and strengthening both communities and individuals most in need.

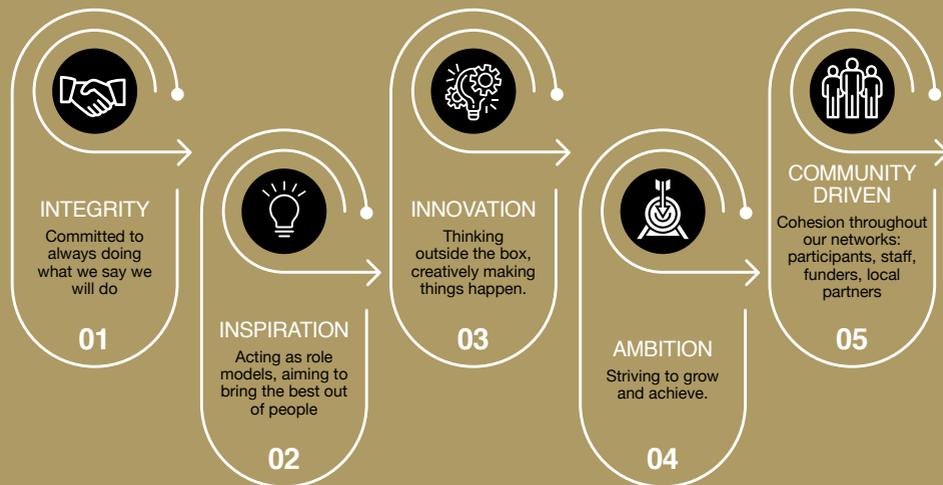
We have an excellent track record of delivering mental health projects targeting boys, girls, men, women and people with working age dementia. We have developed other innovative projects including Team Nottingham Versus Obesity, a childhood weight management project; CARE a cancer rehabilitation exercise project and a refugee football project.

# Core Values

Integrity | Inspiration | Innovation | Ambition | Community Driven

Our Operating Values guide our day-to-day work and the way in which we interact with others. We are pleased to confirm that our newly refreshed values and definitions are as follows:

- We inspire: acting as role models, aiming to bring the best out of people
- We are innovative: thinking outside the box, creatively making things happen
- We are community driven: cohesion throughout our networks: participants, staff, funders, local partners
- We show integrity: committed to doing what we said we would do
- We are ambitious: striving to grow and achieve



- 300,000** visits to the Portland Leisure Centre
- 3,704** community sessions delivered to participants across our different S.H.I.N.E. areas
- 8,105** direct beneficiaries supported
- 1,460** indirect beneficiaries supported
- 200** years combined length of service from across the core workforce
- 8,947** number of hours of community work delivered in 2018
- 404** number of external partner meetings held
- 17** NCFC player appearances completed
- 45** external funding proposals submitted
- 10** Charity events delivered
- 17** Player appearances
- £1.6** million spent on charitable work
- 12** FITC community events
- 3,770** direct participants engaged
- Raising awareness in front of around **48,500** further (non-match day) supporters

*\*All statistics achieved during the year 2018/19*



# SHINE

Notts County Foundation has a **50+** strong team of staff, plus another **50** or so pool of volunteers who help deliver our work. We are fully embedded within our local community having been operating for the past **30** years. We deliver full time, across the year and our work focuses in on the following key S.H.I.N.E. themes:

# Areas Covered

Our reach is vast. Although being based in the city, we have a county wide remit and continue to support around **10,000** beneficiaries a year across Nottinghamshire with our work.



## Sport Development

Positively engaging the local community in new opportunities through the power of sport and Notts County FC.



## Health

Delivering innovative Physical and Mental health projects.



## Inclusion

Empowering and providing opportunities for members of the local community regardless of ability or need.



## N.C.S.

Delivering a highly established and highly rated National Citizen Service programme to youngsters 15-17 yrs old within the in East Midlands.



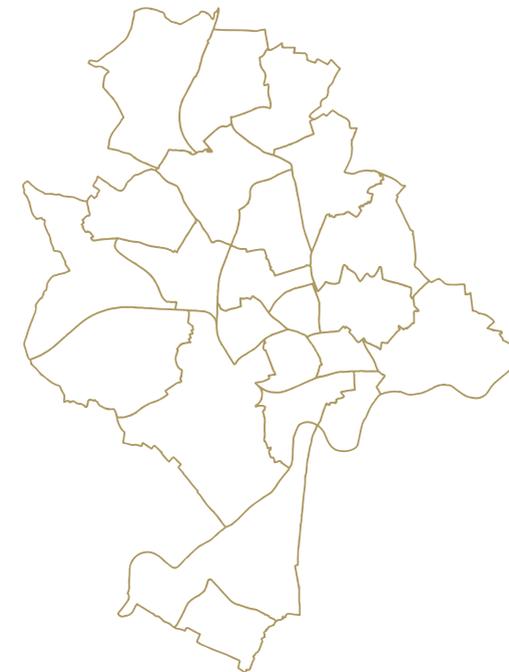
## Education

Supporting 14-25 yr olds through our established BTEC Level 3 Extended Diploma in Sport, traineeships and alternative provisions.



## Operating the Portland Leisure Centre

Offering a wide range of facilities including a sports hall, squash courts, gym, dance studio and a traditional swimming pool.



# Timeline

We are proud to be associated with the world's oldest professional football club. Over the years we have achieved many positives outcomes for the benefit of the local community in partnership with the football club, and we look forward to continuing this strong partnership well into the future.

## 1989

Founded by Notts County FC as the "Notts County FC Community Programme", set up by the Footballer's Further Education and Vocational Training Scheme F.F.E & V.T.S.

## 2002

Gains charity status, becomes independent and forms a board of trustees.

## 2008

Wins the Best Community Initiative Award at The Football League Awards for the On the Ball programme.

## 2010

Awarded Football League's Best Community project - Health.

## 2012

Wins the Football League's "Community Club of the Year" Award for the Midlands.

Wins the "Community Award" at the Nottingham Post Sports Awards.

## 2014

Signs 25 year contract to manage and operate Meadows based leisure centre. Now known as Portland Leisure Centre.

Notts County Football in the Community turns 25 years old.

NCFITC plays a significant role in Nottingham's successful consortium bid to become Sport England's first 'City of Football'.

City of Football team receives 'Community Award' as NCFITC receives £1.2million to refurbish and develop areas of Portland Centre.

## 2019

Joins the National League.

Notts County Football in the Community turns 30 years old.

Begins community strategic consultation which results in name change to Notts County Foundation in 2020.

## 1994

Gains National Award for Training Programme.

## 2004

Achieves Investors in People status.

## 2009

Gains Silver Standard Community Scheme status.

## 2011

Investor in People Standard recognition.

## 2013

Receives the Nottingham City Council "Drug Awareness Award".

New NCFITC website is launched.

## 2015

NCFITC receives 'Community Award' at Nottingham Post Sports Awards.

Starts delivering the NCS project.

# Sport



Our Sports Development work includes:

- **KICKS project:** Premier League Trust funded positive activities for young people
- **Moving Meadows:** local initiative aiming to get Nottingham residents to become more physically active
- **Refugee project:** physical activity and lifeskills sessions for Nottingham based refugees and asylum seekers - run in partnership with Nottingham College

**838** sessions delivered

**1559** direct beneficiaries supported

**1085** hours delivered

*\*All statistics achieved during the year 2018/19*

# Inclusion



Our Social Inclusion work includes:

- **Right Mind project:** mental health support via physical activity for females
- **Primary Goals project:** mental health support for primary school pupils
- **The Twinning project:** HMPS funded prison work for current and ex-offenders in Nottinghamshire
- **On the Ball project:** mental health support via physical activity for males

**760** sessions delivered

**1371** direct beneficiaries supported

**2368** hours delivered

*\*All statistics achieved during the year 2018/19*

# Health



Our Health work includes:

- **CARE project:** cancer rehabilitation project for people living with cancer
- **FFIT project:** EFL funded Fit Fans in Training project
- **Primary Stars project:** Premier League Trust funded primary school engagement
- **Move and Learn project:** EFL funded primary school engagement

**1815** sessions delivered

**4202** direct beneficiaries supported

**2653** hours delivered

*\*All statistics achieved during the year 2018/19*

# NCS



Our National Citizen Service work involves:

Supporting around 900 young people through the UK government backed National Citizen Service programme.

- **Phase 1:** Adventure
- **Phase 2:** Discovery
- **Phase 3:** Social Action
- **Phase 4:** Graduation

**916** direct beneficiaries supported

**400** indirect beneficiaries supported

**42,000** hours volunteered during Summer Social Action

**£26,329** raised for their chosen charities

*\*All statistics achieved during the year 2018/19*

# Education



Our Education work includes:

- **BTEC:** we deliver post 16 Level 1, 2 and 3 qualifications
- **Traineeships:** employability project for NEET 16-25yr olds
- **Heading for Goal (HFG) project:** our alternative education provision

**291** sessions delivered

**59** direct beneficiaries supported

**1347** hours delivered

*\*All statistics achieved during the year 2018/19*

# Portland Centre



We operate and manage the Portland Leisure Centre in the heart of the Meadows, an inner-city area of Nottingham. Transferred as a community asset and located in a historically deprived area of the city, it is an integral part of the community which encourages local people to become active and positively engaged.

We have around 500 members using our swim and gym membership, plus another 400 members of our swimming school. The Portland Leisure centre has a large multi-use sports hall, 2 squash courts, cardio gym, studio, 2 weights rooms, and 33 yard swimming pool.

**294,000** Centre visits during 2018

**368** memberships

*\*All statistics achieved during the year 2018/19*

# Testimonials and Quotes

As part of our co-production and history of consulting with project participants we regularly touch base with them around the quality of our projects. A recent consultation exercise fed back the following comments or quotes:

“Notts County Foundation have helped me so much over the years. I started on the youth training scheme years ago, and they have helped me with training, qualifications and employment. I’m now working as a coach here and I love it.”

**Sean Denham**  
Coach at Notts County Foundation

“What can you say to the team of professionals who saved your life? Thank you, thank you, thank you, thank you!”

**CARE project participant**  
February 2019

“After joining the board of trustees in 2019 and having the honour of working closely with the team day-to-day, I must say that the extent to which Notts County Foundation transforms the lives of people locally is truly remarkable. I’ve never met a more dedicated team when it comes to sport, health, inclusion, NCS and Education. The organisation makes a genuine difference to communities and is a true force for inspiring active change.”

**Tom Walters**  
The Dairy Creative Agency  
(Marketing Partner)

“I was nervous when I started coming to the Kicks sessions at Portland, I didn’t know anyone here. But the coaches have been really cool, I love football, and I’m more confident to speak to new people now.”

**Lewis Allsopp**  
11 years old

“We are thrilled to see Notts County Foundation’s proactive approach towards addressing the stigma around workplace mental health and setting an example for clubs and organisations across the country.”

**Tom Home**  
blOKes  
(Mental Health Partner)



# Workforce Development

**Our staff are our biggest asset!**  
As an organisation we are committed to supporting our staff and volunteers as they go about their work supporting local communities.

We have developed a workforce development academy focused on the Recruitment, Retention and Rewarding of staff. Through regular individual catch ups and 1-2-1's, through to quarterly 'all staff' meetings, information is shared across the organisation in order that we can ensure our 50+ team of staff are all pushing in the same direction.

Our Wellbeing Committee meets regularly supported by the Senior Leadership Team in order to discuss staff morale, values and culture, training needs and giveback and social opportunities. As self-selected members of the Foundation from across our many different levels and departments, they also act as a staff barometer, feeding vital organisational information back to the senior leadership team and trustees around life at the charity.

# For further information:

**Ian Boyd**

Chief Executive Officer

T 0115 955 7215

E [info@nottscountyfoundation.org.uk](mailto:info@nottscountyfoundation.org.uk)